PROJECT DATA RECONTACT STUDY

TOPLINE BANNER

	PURCHASE INTEREST							
TOTAL	Definitely Buy Them	Probably Buy Them	Might or Might Not Buy Them	Probably Not Buy Them	Definitely Not Buy Them	Def/ Prob. Buy Them	Might or Might Not Buy Them	Def, Prob Not Buy Them

NUMBER OF PACKS GIVEN		SEX		AGE	
ONE PACK ONLY	3/ CARTON	MEN	WOMEN	18-34	35-54

TAR LEVEL			SIZE SMOKED	
FULL FLAVOR	LOW TAR	ULTRA LOW TAR	KING'S	100's

RUN THIS BANNER BY:

1. TOTAL SMOKERS
2. MENTHOL SMOKERS
3. NON-MENTHOL SMOKERS

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Source: https://www.industrydocuments.ucsf.edu/docs/nyyj0004